

Organic Perspectives

Special Edition: Issues and Market Opportunities

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Next Newsletter in July 2004

This edition is dedicated to recent news on the international organic issues and markets. For further information, contact Angela Thomas, (202) 720-1533, Angela.Thomas@fas.usda.gov.

U.S./Japan Technical Discussions and Export Procedures

Technical discussions on equivalency of organic standards between the United States and Japan began on March 16, 2004 in Washington, D.C. The discussions focused on USDA analysis of Japan's organic standards to determine if they are equivalent to the USDA's National Organic Program (NOP) standards. Under an equivalency agreement established in April 2002, U.S. certified organic products may be exported to Japan by two routes: 1) exporting NOP certified organic products to Japan Agricultural Standard (JAS) certified importers, and 2) exporting products certified to JAS in the United States by the last producer or manufacturer to handle the product before export. For more information on exporting to Japan please see the recent FAS report at <http://www.fas.usda.gov/agx/organics/attache.htm> and go to reports from Japan.

Source: For more information visit <http://www.Biofach.de>.

USDA Proposes to Exempt 100 Percent Organic Producers and Markets from Commodity Promotion Assessments

The U.S. Department of Agriculture's Agricultural Marketing Service is proposing amendments to 16 commodity research and promotion programs. The changes would exempt producers and marketers of solely 100 percent organic products from paying commodity promotion assessments.

Source: For more information visit <http://www.ams.usda.gov/2002farmbill/organicexempt/>.

USDA Seeks Nominations for NOSB

The USDA National Organic Standards Board (NOSB) is requesting nominations to fill five vacant positions. Secretary of Agriculture Ann Veneman will officially appoint the NOSB members to serve for a 5-year term that will commence on January 24, 2005. The NOSB is a 15 member board that advises the Secretary on all aspects of the National Organic Program and develops and recommends a proposed National List of Approved and Prohibited Substances. The deadline for nominations is June 14, 2004.

Source: For more information visit <http://www.ams.usda.gov/nop>.



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Organic Produce, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets

The [Economic Research Service of USDA](#) released a report that notes that the popularity of farmers' markets in the United States has grown concurrently with organic production and consumer interest in locally and organically produced foods. The report describes the significance of farmers' markets as market outlets for many organic farmers, and recent shifts in relationships between organic growers, market managers, and customers.

Source: Download [Organic Product, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets](#) (.pdf format). Outlook Report No. VGS-301-01.

National Agricultural Library Releases New Guide on Marketing Organic Agricultural Products

USDA's Alternative Farming Systems Information Center (AFSIC) has announced the recent publication that addresses the diverse information resources on the rapidly expanding arena of organic products. The March 2004 update of "Organic Agricultural Products: Marketing & Trade Resources" is a comprehensive guide to more than 700 online resources pertaining to all aspects of markets, marketing, and trade. Mini CDROMs are available by phone on 301-504-6559; Fax: 301-504-6409; or Email: afsic@nal.usda.gov.

Source: [Download Organic Agricultural Products: Marketing and Trade Resources](#) (.pdf format).



U.S. and EU Continue Technical Discussions on Organic Trade

The U.S. and EU are seeking to conclude an agreement to facilitate trade in organic products. Discussions have been ongoing since June 2002. Most recently, digital videoconferences (DVC) were held on April 2 and 15, and May 6, 2004. The parties are striving to resolve all technical issues and then focus on what form of an agreement will be concluded. The EU is tentatively scheduled to come to Washington for face-to-face discussions from May 25-27, 2004.

Source: For more information contact [Allison Thomas](#), 202-690-1850.

OTA's All Things Organic Conference and Trade Show Highlights

The Organic Trade Association (OTA) held its' All Things Organic Conference and Trade Show on May 2-4. It was co-located with the Food Marketing Institute's FMI Show, the National Association for the Specialty Food Trade's (NASFT) Fancy Food Show, the United Fresh Fruit and Vegetable Association's (UFFVA) United 2004 Produce Expo & Conference and the U.S. Food Export Showcase at McCormick Place in Chicago, Illinois. This year's conference and trade show featured three keynote speakers, 33 conference sessions and over 400 exhibit booths.

There was something for everyone at All Things Organic including OTA's annual industry dinner and awards ceremony, a fashion show showcasing designs made from organic fibers, as well as a series of "Organic 101" conference sessions focusing on all aspects of the organic trade. The educational sessions were of great interest to the attendees and featured industry leaders who covered a variety of topics. New products on display ranged from snack foods, produce, and specialty foods to cleaning and personal care items. FAS also held a reverse trade mission during the conference to help foster business contacts and connect international buyers with prospective U.S. partners in the organic industry.

Source: For more information on the show and the Organic Trade Association visit <http://www.ota.com>.

USDA News

FAS Organic Products Web Site

The FAS Organic Products Web site at <http://www.fas.usda.gov/agx/organics/organics.html> offers constant updates in the "Hot Markets" section. Visit the page frequently for the latest news!

The most recent [FAS international reports on organics](#) markets and issues includes:

- [Japan: U.S. Organic Export to Japan: Export Procedures](#)
- [Czech Republic: Czech Organic Production on the Rise](#)
- [European Union: Stricter Organic Labeling Rules](#)
- [Russian Federation: Organics](#)

FAS will continue to gather useful and informative data on these markets and will keep you informed as it becomes available.

Trade Shows: 2005 Shows are Coming Up Soon!!

BioFach Germany (Nuremberg, February 24-27, 2005)

The FAS Trade Show Office and the FAS Office of Agricultural Affairs at the American Embassy in Berlin invites you to exhibit your products under the USA Pavilion at USDA-endorsed BioFach 2005 at the Exhibition Centre in Nuremberg, Germany. BioFach, held annually, is the world's largest organic trade show.

For more information on exhibiting at these international events, contact Sharon Cook in the USDA/FAS Trade Show Office at Sharon.Cook@usda.gov or (202) 720-3425.



Upcoming Events

For a complete list of events, visit the FAS Organic Products Web site ["Calendar of Events for the Organic Industry"](#).

International

- **July 5-7, 2004** – Conference: Challenges and Opportunities for Promoting Organic Agriculture and the Seed Industry For more information visit <http://www.organicseedconf.org>.
- **September 7-11, 2004** – 6th IFOAM Asia Conference. For more information visit <http://www.rioa.or.kr/ifoam/index.html>.
- **September 8-10, 2004** – BioFach America Latina. For more information visit <http://www.biofach-brazil.com.br/>.

Domestic

- **May 25-27, 2004** – Ingredients Expo. New York, NY. For more information visit <http://www.devicelink.com/expo/nu04/>.
- **July 16-18, 2004** – National Nutritional Foods Association (NNFA) Marketplace 2003. Las Vegas, NV. For more information visit <http://www.nnfa.org/tradeshows04/index.htm>.
- **August 20-22, 2004** – National Nutritional Foods Association (NNFA) West Expo. For more information visit <http://www.nnfawest.org/tradeshows.asp>.

Additional Resources:

- ❑ FAS, AgExport Services Division's Organic Page <http://www.fas.usda.gov/agx/organics/organics.html>
- ❑ National Organic Program Web site - <http://www.ams.usda.gov/nop>

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Editor's Note: As publishers of *Organic Perspectives*, USDA-FAS AgExport Services continuously strives to maintain a partnership with the organic food community by sharing information and providing export assistance through our many export program services. For more information on how we might support your company in establishing opportunities abroad, please contact us at (202) 720-1533.